



July 10, 2019

Census 2020: Strategy and Planning

Complete Count Committee Briefing

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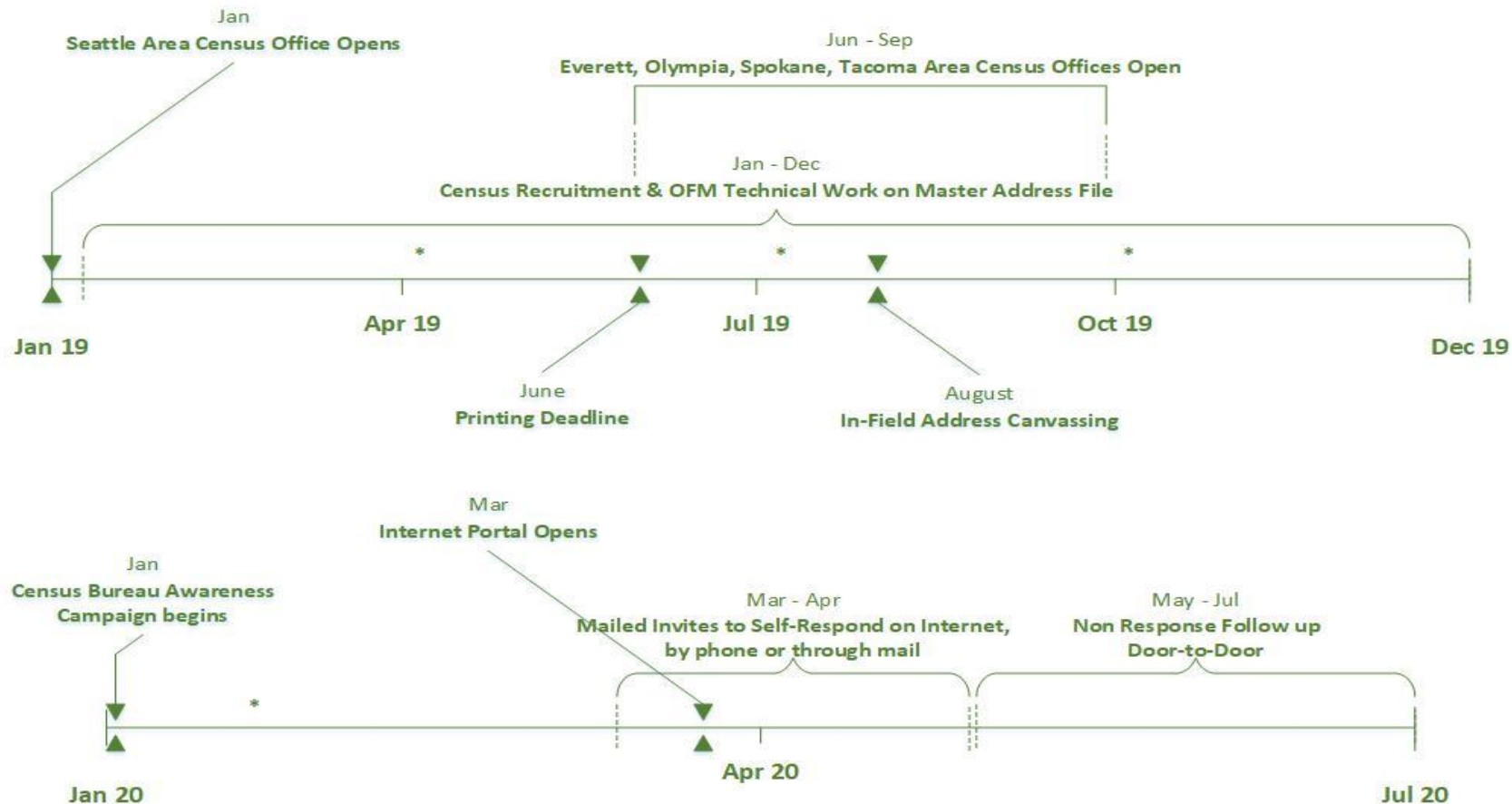
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*Revised 7/2/2019



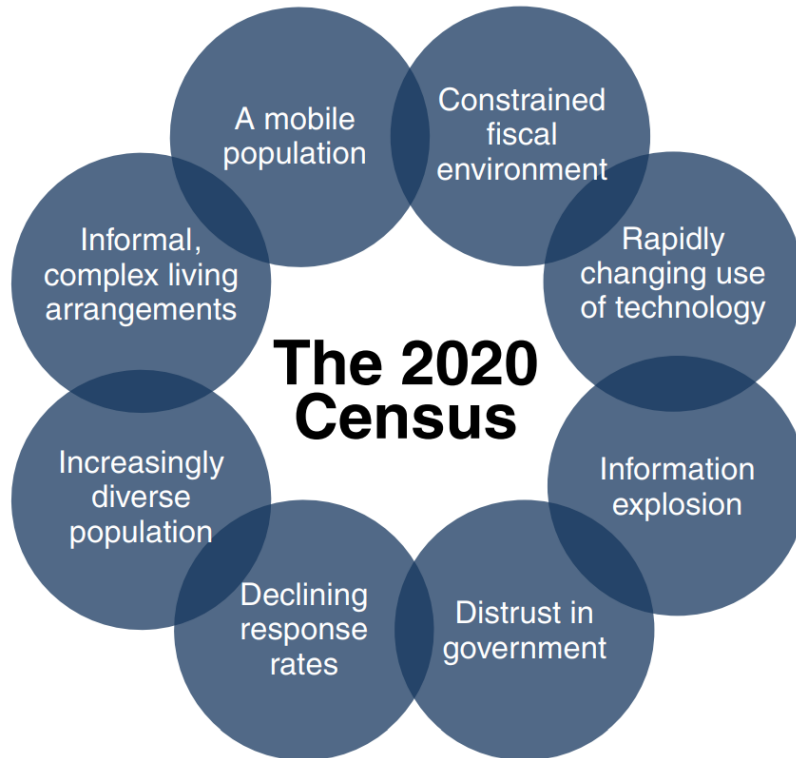
2020 Census Timeline



* Indicates meeting of Washington State Complete Count Committee



Increasingly Challenging Task



Unique to 2020 Difficulties

- Significant funding shortfall
- Empty offices at top of census bureau
- New methods (online, phone, mail)
- Fewer census offices in states (9, 5)
- Difficulty recruiting staff in tight economy
- Too few tests
- Citizenship question raised fear and uncertainty

“Everyone Counts”

Three Phases of Census 2020 Outreach

2018 through 2020 -----		
FOUNDATION Data Analysis Message Development		
	2019 through 2020 ----- COLLABORATION Education Communication	
		March 2020 through June 2020 MOBILIZATION <ul style="list-style-type: none">• Local Activities• Community Based Organizations• Agencies

Census Strategy Outreach

- Local Government (Complete Count Committees, Local Meetings, AWC and other associations)
- Tribal Governments (Governor request for Tribal Liaisons, Tribal Liaison trainings May 7, 8, 9; GOIA also on state agency CCC)
- Private sector (inc. Seattle Chamber, GSBA)
- Nonprofit sector (extensive with local and regional foundations)
- Education Sector (SBCTC, Adult Ed Advisory Committee, Council on Basic Skills)
- Liaison with national organizations (State calls, national webinars, Census Bureau)
- FY19 grants are completed
 - Deliverables posted
 - Some key examples: WA Nonprofits, Opportunity Council
 - Some grantees have not billed for work

Strategic Assumptions

- Foundation phase requires generating best available data on addresses
- Participation depends on positive message about resources and political representation
- “Trusted messengers” key to encouraging participation
- High self-response rate the most efficient, most accurate, lowest cost, least invasive method of census collection
- Historically undercounted or “hard to count populations” are identifiable and extra effort will be needed to encourage participation
- “Full and accurate count” requires combined geographic coverage and demographic coverage

Challenge: Accurate Addresses

- Local Update of Census Addresses (LUCA)
- Boundary and Annexation Survey (BAS)
- Participant Statistical Area Program (PSAP)
- New Construction
- Count Review Operation

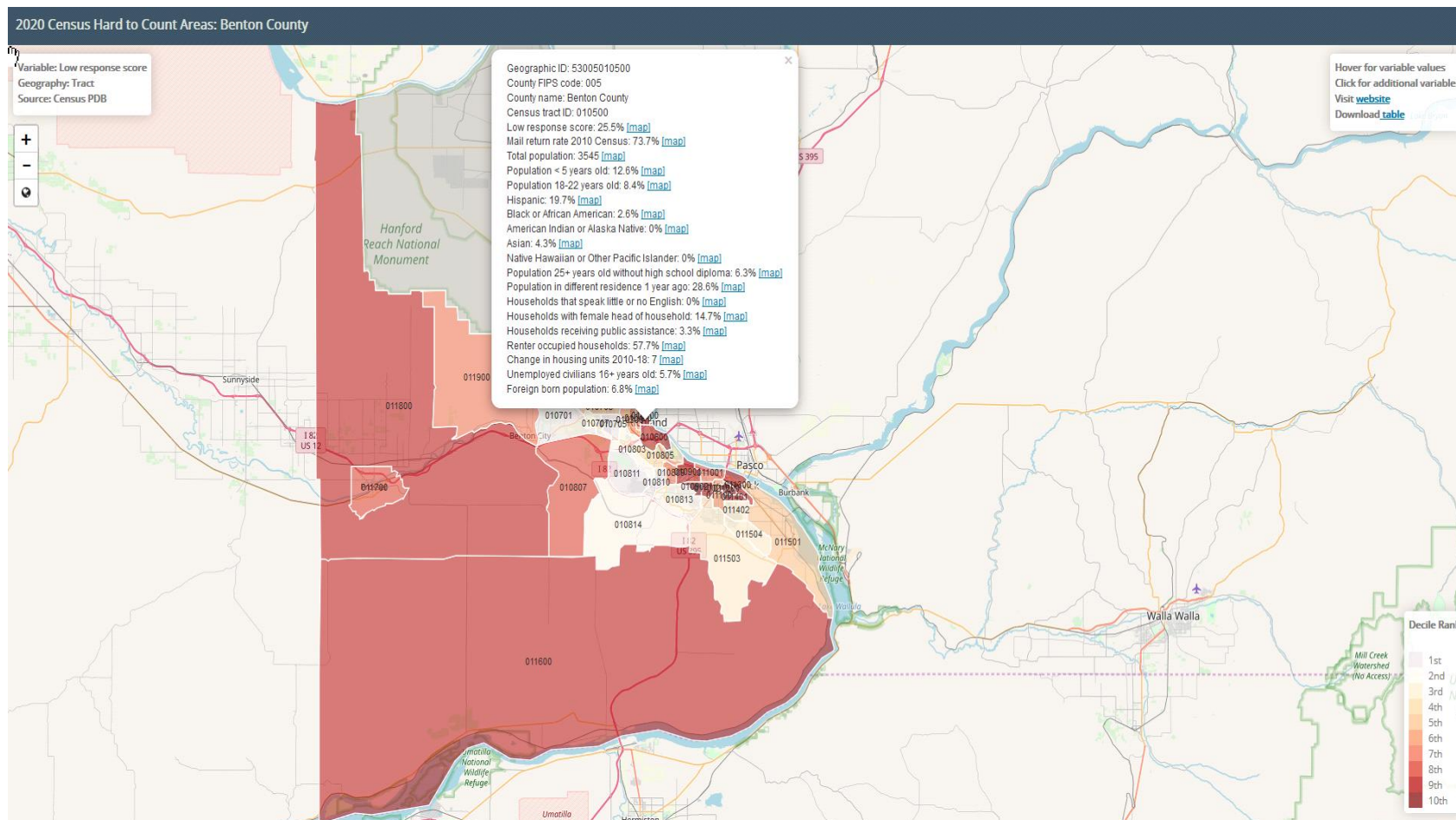


Challenge: Reaching Low Self-Response Rate Populations

- Young children
- Highly mobile persons (renters, recently moved)
- Persons with complex living arrangements or crowded housing
- Racial and ethnic minorities
- Non-English speakers
- Low income and/or low education households
- Persons experiencing homelessness or not living in traditional houses
- Immigrants
- LGBTQ persons



Predictive Model of Self-Response Rates



Challenge: Geographic and Demographic Coverage

Response #1 2018-19 Community Grants (FY19 Proviso)

	Asian Counseling & Referral Service (ACRS)	Asian Pacific Cultural Center (APCC)	El Centro de la Raza	Korean Community Services Center	Latino Community Fund	Lummi Indian Business Council	Opportunity Council	Washington Nonprofits
Constituency Highlighted in Grant Proposal	Asian & Pacific Islander community in King Co.	Asian & Pacific Islander community in Pierce Co.	Latino community in Seattle & South King Co.	Korean-American community	Latino communities in Central WA, King Co., and Tri-Cities	Lummi Nation	Homeless & low-income in Whatcom, Skagit, San Juan, Island & Snohomish counties	Nonprofits across the state
Research & Interviews	X			X	X			X
Toolkits & Training Curricula	X		X	X	X			X
Communications Strategy & Messaging	X	X			X	X	X	X
Internal Education	X	X					X	X
External Education	X	X	X	X	X	X	X	X
Get-Out-the-Count Campaign			X			X	X	

Challenge: Geographic and Demographic Coverage

Response #2 Statewide Complete Count Committee

- Chaired by Governor Locke
- Subcommittees are
 - State Agency, Local Government & Tribes
 - Informed Decision-Making
 - Philanthropic & Private Sector
 - Community-based Organizations
 - Media & Outreach
 - Education (K-12)
 - Higher Education (SBCTC, COP, ICW, WSA)
- Sharing strategies and plans for a complete and accurate count

Challenge: Geographic and Demographic Coverage

Response #3 Procurement for Community Action

- RFP #19-600
- Link: https://pr-webs-vendor.des.wa.gov/Search_BidDetails.aspx?ID=41646
- And here: http://ofm.wa.gov/contracts_procurements/default.asp
- Q&A from potential bidders on that site, too.
- Up to \$7.5 million first round
- Anticipating about \$12 million in this category by end of FY20
- Three categories by size and structure of request
- Encouragement for “joint proposals” from coalitions
- Potential for contract amendments for contingency funds (though there are other ways to distribute contingency funds as well)
- Goal is to announce successful applicants August 26

Challenge: Geographic and Demographic Coverage

Response #4 State Agency Complete Count Committee

- Established in early November 2018
- Internal education
- Cataloguing state resources
- Refining work plans, official messaging & talking points
- Work includes printing for use beyond agencies
- Approximately \$500,000 for activities and printing
- Ready to connect with other Complete Count Committees

Challenge: Geographic and Demographic Coverage

Response #5 Media Campaign

- Work on this procurement has been waiting for community RFP release
- Goal is a strategy developed fall of 2019 and implementation in 2020
- Approximately \$500,000
- Must include social media, paid and earned media, ethnic media, public service announcements, other innovative outreach approaches
- Diverse audiences and geographies
- Outreach for recommendations has not yet begun but recommendations are welcome

Challenge: Geographic and Demographic Coverage

Response #6 Contingency Funds

- Proviso requires \$5 million held for contingency activities
- Activities to be driven by real time data on response rates
- Community Education RFP includes provisions for contract amendments
- Media RFP may include similar provisions
- Additional options include targeted procurements

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